Souvenir of
PRESTON NORTH END
CHAMPIONSHIP
and
PROMOTION SEASON
1950-
1951
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Preston North End

SECOND DIVISION

(Football League)

CHAMPIONS

and

PROMOTION WINNERS

Season 1950–51

Club's record when promotion was assured by a 3–3 draw at Southampton, 31st March, 1951 :—

P.	W.	D.	L.	Goals F.	Goals A.	Pts.
38	25	5	8	89	44	55

Club's League Record, 1950–51 :—

P.	W.	D.	L.	F.	A.	Pts.
42						

[Fill in details and keep as permanent record.]

Reward of Team Spirit

Foreword by the Chairman of the North End Board of Directors, Mr. NATHAN BUCK.

am delighted to pay tribute in this souvenir brochure to the team spirit, comradeship and complete harmony, both on and off the field, which have been responsible for the wonderful five months' run of success by North End, which has carried them back to their rightful sphere—First Division soccer circles.

Mr. N. BUCK

This tribute I make on behalf of my fellow directors, and it is directed to all at Deepdale—players, management and the "back-room" boys, without whose whole-hearted aid and pull-together spirit promotion would not have been possible after such an indifferent start to the season.

By tradition and cultured style of play, North End belong to the top flight. To regain our standing, after only one season of second-class football, is merely poetic justice—North End lost senior status after one poor season. Indeed, it was the only season in the last thirteen in which we failed to get more than 40 points.

This is in direct contrast to others, whose yearly desperation and "on the post" escapes have provided such a feature in post-war First Division struggles.

Our aim was promotion, and let all credit go to everyone who has assisted to this end. If, along the way, we have been shattering Club records and equalled a 45 years' old League record, then these achievements have merely emphasised our right to return.

Harmony and Blend, the Secret

says Manager WILL SCOTT

Our success can be put down largely to harmony, blend and good comradeship on and off the field.

Each player has done absolutely his utmost to help a pal and preserve the winning spirit. They have fitted in remarkably well.

The number of goals scored by North End this season—not many short of the record of 100—shows how effectively the forwards have blended since the team struck their real form five months ago.

It is a great tribute to team spirit that not a single League match was lost in the 20 games.

The one at Manchester against keen promotion rivals who had won at Deepdale on the opening day of this season was their turning point. The players knew then they were good enough to get back, and kept it up no matter what the opposition did. One of their finest performances undoubtedly was the winning at Cardiff where the home team had an unbeaten record up to that time, and have not lost at Ninian Park since.

Mr. W. SCOTT.
"The Promotion Smile."

The players' determination to stay together was remarkable. There were some nasty knocks at Leicester in a punishing game on March 27th at the conclusion of a heavy Easter programme, and little time before the departure for Southampton in which to put them right.

Gooch and Beattie especially were badly bruised, but they were determined to play.

Owing to our system of having a permanent physiotherapist with modern equipment, it was possible to get them and others fit in time for that vital match. That is where the back-room boys have come in.

The public, too, have shared in our triumph by their consistent and solid support. North End undoubtedly have had one of the most loyal followings that any Club could desire.

Congratulations
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" We played together as a team "—

HARRY MATTINSON, North End Captain.

We played together as a team and that was why we won promotion. The essence of a successful side is a settled and contented team, constantly playing with the will to win. I am happy to say the North End team developed these qualities, and as a natural consequence, a feeling of unity runs through the whole atmosphere, both on and off the field.

I know that each player does his very best to help his partner, and each player both respects and welcomes the guidance of the trainer, Mr. Jimmy Milne, who has proved himself to be an invaluable member of North End's successful Club organisation.

I would like to mention also our manager, Mr. Will Scott. By his infectious sense of humour and good advice, he has played no small part in keeping the players happy and contented, and strengthening their purpose.

" Preston can feel truly proud "—

the North End President, Mr. JAS. I. TAYLOR.

To all the players, staff, chairman and directors, I tender my heartiest congratulations and wish to express my unbounded pleasure over North End's great performance in restoring the Club to First Division football after a lapse of only two seasons.

I am sure the whole town, and North End's many followers and friends in other areas, will be looking forward with intense keenness to our return to the top flight this August.

Preston can feel truly proud of North End, not only for achieving promotion and breaking numerous Club records, but for playing football worthy of the traditions of a fine Club.

With all good wishes and good luck to everybody concerned.

(Photo : H. Melling)

RESULTS 1950-51

FIRST TEAM

1950.			
Aug. 19	Manchester City ..*h*	2	4
,, 23	Bury .....*h*	2	0
,, 26	Coventry City ...*a*	0	1
,, 30	Bury .....*a*	1	3
Sept. 2	Cardiff City .....*h*	1	1
,, 6	Chesterfield .....*h*	4	1
,, 9	Birmingham City..*a*	0	1
,, 11	Chesterfield .....*a*	0	2
,, 16	Grimsby Town ...*h*	2	0
,, 23	Notts County ....*a*	3	1
,, 30	Brentford .....*h*	4	2
Oct. 7	Luton Town .....*a*	2	1
,, 14	Leeds United ....*h*	2	0
,, 21	Barnsley .....*a*	1	4
,, 28	Sheffield United ..*h*	1	1
Nov. 4	Blackburn Rovers .*a*	1	2
,, 11	Southampton ....*h*	3	2
,, 18	West Ham Utd. ..*a*	0	2
,, 25	Swansea Town ...*h*	5	1
Dec. 2	Hull City .....*a*	0	0
,, 9	Doncaster Rovers .*h*	6	1
,, 16	Manchester City ..*a*	3	0
,, 23	Coventry City ...*h*	1	1
,, 25	Queen's Park R ..*a*	4	1
,, 26	Queen's Park R. ..*h*	1	0
,, 30	Cardiff City .....*a*	2	0
1951.			
Jan. 6	(Cup) Leicester C.*a*	3	0
,, 13	Birmingham City..*h*	1	0
,, 20	Grimsby Town ...*a*	4	0
,, 27	(Cup) Huddersfld. *h*	0	2
Feb. 3	Notts County ....*h*	3	1
,, 17	Brentford .....*a*	4	2
,, 24	Luton Town .....*h*	1	0
Mar. 3	Leeds United ....*a*	3	0
,, 10	Barnsley .....*h*	7	0
,, 17	Sheffield United ..*a*	3	2
,, 24	Blackburn Rovers .*h*	3	0
,, 26	Leicester City ....*h*	3	2
,, 27	Leicester City ....*a*	3	2
,, 31	Southampton ....*a*	3	3
April 7	West Ham Utd. ..*h*	0	1
,, 14	Swansea Town ...*a*	1	2
,, 21	Hull City .....*h*		
,, 26	Doncaster Rovers .*a*		

CENTRAL LEAGUE

1950.			
Aug. 19	Chesterfield .....*a*	3	1
,, 26	Sheffield Wed.....*h*	0	0
,, 30	Blackburn Rovers .*h*	2	0
Sept. 2	Manchester City ..*a*	0	4
,, 4	Blackburn Rovers .*a*	1	1
,, 9	Newcastle Utd. ..*h*	1	1
,, 13	Bury .....*a*	3	2
,, 16	West Brom. A. ...*a*	0	0
,, 23	Huddersfield T. ..*h*	2	2
,, 30	Stoke City .....*a*	5	1
Oct. 7	Blackpool .....*h*	2	1
,, 14	Bolton Wan. .....*a*	3	0
,, 21	Liverpool .....*h*	2	0
,, 28	Derby County ...*a*	1	2
Nov. 4	Wolverhampton ..*h*	4	0
,, 11	Aston Villa .....*a*	1	2
,, 18	Leeds United ....*h*	1	2
,, 25	Manchester Utd. .*a*	3	2
Dec. 2	Sheffield United ..*h*	2	5
,, 9	Barnsley .....*a*	0	1
,, 16	Chesterfield .....*h*	4	0
,, 23	Sheffield Wed.....*a*	4	1
,, 25	Everton.....*h*	2	2
,, 26	Everton.....*a*	0	1
1951.			
Jan. 13	Newcastle Utd. ..*a*	3	1
,, 20	West Brom. A. ...*h*	2	2
Feb. 3	Huddersfield T. ..*a*	7	1
,, 10	Manchester City ..*h*	2	1
,, 17	Stoke City .....*h*	1	1
,, 28	Blackpool .....*a*	0	0
Mar. 3	Bolton Wan. .....*h*	0	0
,, 10	Liverpool .....*a*	0	1
,, 17	Derby County ...*h*	3	1
,, 23	Burnley .....*h*	0	2
,, 24	Wolverhampton ..*a*	1	2
,, 26	Burnley .....*a*	0	2
,, 31	Aston Villa .....*h*	1	2
April 7	Leeds United ....*a*	2	0
,, 14	Manchester Utd. .*h*	1	0
,, 21	Sheffield United ..*a*		
,, 28	Barnsley .....*h*		
May 5	Bury .....*h*		

Players' Appearances in League Matches

(April 14 inclusive: 40 games)

W. Forbes	40	J. Gooch	25
A. Morrison	40	R. Beattie	25
T. Docherty	40	E. Quigley	18
K. Horton	36	J. Marston	17
T. Finney	33	J. Walton	16
C. Wayman	33	M. Newlands	15
W. Scott	30	H. Anders	5
W. Cunningham	29	F. Ramscar	5
H. Mattinson	28	E. Brown	5

Goal Scorers in Division Two

(April 14 inclusive: Total, 90 goals)

C. Wayman	27	R. Beattie	4
K. Horton	22	W. Forbes	2
T. Finney	12	E. Brown	2
E. Quigley	9	F. Ramscar	1
A. Morrison	8	Opponents	3

CUP TIES

C. Wayman	2	K. Horton	1

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Football will always beat kick and rush : tribute to club with a tradition.

By WALTER PILKINGTON
(Sports Editor, "Lancashire Evening Post")

WHEN North End went down in 1925—a sad parting, indeed, with the great McCall—there were buoyant hopes of an early return. After all, the Club had got back quickly enough in 1913 and 1915.

But eight years later Preston was still seeing Second Division football. James, Russell, Morris and other Scotsmen had come and gone. The nearest they got to promotion was in 1927, the year of Portsmouth's "200th part of a goal" triumph over Manchester City. Three weeks from the season's end North End were third in the promotion quest. Alas, they lost their last four matches.

All too soon there was a slump. Performances were poor, attendances poorer. Not only the Third Division, but extinction was threatened. North End's ultimate rise made as romantic a page as any in football history; but what a warning those nine seasons in Division Two carried for clubs in danger of descent.

It was little wonder there were some glum faces that fateful May day at Anfield, Liverpool, two years ago, when North End had won their last match, and supporters, who waited anxiously for the Huddersfield result, were dismayed to learn that their team's big final effort had been in vain.

How long this time in a lower sphere ? Everyone knew competition was fierce; that ten or more clubs who considered the First Division "their rightful place" were struggling to get back; that even Tottenham Hotspur had not been one of the elite for fifteen years.

There was also some rebuilding to be done. Only the dyed-in-the-woo optimist really considered North End had a bright chance of succeeding at the first attempt. The fact that they were so near at Easter last year convinced the management that an all-out effort would do it.

Happily the team ultimately got the same idea and became inspired by it, with results which have brought as much pride and pleasure to themselves as to their 30,000 followers. It has looked easy during spring in which not a single setback occurred. The players felt they were treading a path of roses.

Nevertheless, it was a great performance, far greater than many people imagine, to win and earn promotion in only two seasons.

A lot has been written about team spirit being the foundation of it. One cannot question that. The players have fought hard match after match with a fixed, single purpose. But all the grit and incentive in the world cannot put a team first in a marathon promotion struggle of 42 matches.

There must be genuine football ability and individual inspiration. North End have been the fortunate possessors of both, and have had the purpose and plan to link and bind these essential assets into a match-winning blend.

When the craft of the Alex James regime had failed to win North End promotion more than 20 years ago, people deluded themselves into believing the only way in which a team could gain promotion was to "punch" their way out. Nothing could be more false.

Football technique and style achieved success for the 'Spurs last season, and it is to North End's credit that they have attained their goal in the same way—football will always beat kick and rush in the long run.

That is one tribute; another is that the North End promotion team have worthily upheld the reputation of a club proud of a tradition that associates its name with good football wherever the game is played.

In a way, the team realised their ambition by stealth, like the Arabs folding up their tents in the night and stealing softly away. Ten successive wins had been gained before most of the country realised what had happened.

When the total reached 14, a fantastic figure for modern times, they were incredulous and so were some Preston people. It was as well, perhaps, there had not been a surge of publicity. When the B.B.C. awoke to the fact, then Sheffield, Leicester and Southampton in turn set out on a scalping quest.

It was too late. Maybe it was a blessing also that the season started so indifferently. It is better to be "lying handy" at Christmas than facing a "Cup-tie" every game from mid-September.

PRESTON NORTH END F.C. BOARD OF DIRECTORS

Front row: Mr. W. Cross, Mr. N. Buck (*Chairman*), Mr. J. H. Ingham (*Vice-Chairman*), Mr. R. Smith.

Back row: Mr. W. Mercer, Mr. J. Green, Mr. A. Harrison, Mr. H. Cartmell. (inset), Mr. C. L. J. Holt.

HISTORY OF PRESTON NORTH END

NORTH END'S first soccer match was played in 1881 and the opponents were Great Lever. This desire to kick a ball instead of hitting it with a cricket bat occurred in the years from 1867 to 1875, when North End seeds were sown on Ashton Marsh where now stands the Dick, Kerr works. Then came the move to Moor Park and the eventual jump over to Deepdale, the permanent home for the past 76 years.

North End birth pangs embraced schemes of development. These included taking over the farm from which the Deepdale Road field was rented. A local mill manager associated himself with the growth of the Club's affairs around this time. He was Major William Sudell, destined to bring North End a world-wide reputation and to revolutionise the game through the despised advent of professionalism, then illegal and a covert practice.

The original North End team played in hooped jerseys, but the present Deepdale ground is the original site—the only club of the old-timers still playing on their original pitch.

STARTED PROFESSIONALISM

Importations from Scotland—another North End innovation—laid the foundations of the professional code to come, but not until after storms and passions were vented over the disqualification of North End in an F.A. Cup Tie.

Major Sudell and his colleagues were far ahead of the F.A. in foreseeing the future, the official body being then rigidly opposed to paid players.

The era of the "Old Invincibles", 1885–93, has also provided a ceaseless topic down the years—a 26–0 Cup victory over Hyde is still a record, as is the winning of the F.A. Cup and League in one season, 1888–9. The Cup was gained

without losing a goal, and the League programme of 22 games was played without losing a game. The present season's 20 without loss is the nearest approach to this memorable feat.

Between 1885–90, North End swept the board with a perfect football machine, playing 366 games, winning 294, and losing 35—six years in which it was the ambition of every team in the land to lower their colours.

UP AND DOWN

The no-transfer system between the League and the old Southern League was the means of 'Spurs being able to lure away several North Enders in 1900. This caused our first relegation and also helped the 'Spurs to win the Cup in the same season.

After three seasons, North End topped Division Two in 1903–4, in the days of the redoubtable half-back line of Hunter, McLean and Lyon. In 1906 they were League One runners-up to Liverpool, the days of the great little local right-winger Dicky Bond, and of Peter McBride in goal.

Relegation came again in 1912, but North End served only one season below, being Division Two champions in 1913. This was the last time we had won a championship—until the present season offered the same shield to our players. The triumph was short lived. The next season North End were down again, but the see-saw continued and they were back in Division One the following season, 1914–5.

World War One then obtruded, causing the suspension of competitive League soccer until 1919, when Deepdale applauded such players as Joe McCall, Tommy Roberts, Roland Woodhouse, Peter Quinn and Frank Jefferis.

The 1922 Cup Final at Stamford Bridge—the last of the pre-Wembley Finals gave Huddersfield the Cup by a disputed penalty scored by Billy Smith (who died this week).

Sixteen years later North End gained sweet revenge in a truth-is-stranger-than-fiction drama when, in the last seconds of extra time at Wembley in 1938, George Mutch converted a spot kick whilst still dazed.

In the years between the two Finals with Huddersfield, the Club had a thin time. Relegation came once again in 1925 and nine seasons were to elapse before we regained senior status from out of the blue with that last-game victory at Southampton in 1934.

FAMOUS PLAYERS

Alex James had been and gone before this occurred, and the little Scottish genius will always be remembered with affection around Preston.

In 1932 the Club faced Third Division disaster and possible extinction. Harper and Rowley were acquired on the instalment plan from 'Spurs—an ironical twist of fate in that they helped us 32 years after luring away some of our stars.

It was the foundation of North End's successes in the later 'thirties—Harper and Rowley were one pillar in its construction and Holdcroft and Lowe another in 1932, after the evergreen "Bob" Kelly had been signed from Huddersfield.

Then followed the three Wembley Finals in five years: 1937 defeat by Sunderland, 1938 victory (in the same season North End finished third in Division One), and 1941's Wartime Cup Final draw with Arsenal, followed by victory in the replay at Blackburn. These were the great days in our modern story. Four Scottish caps at Wembley in 1938 before the Cup win against Huddersfield, when Beattie, Smith, Shankly and Mutch played twice on the sacred turf were a rare achievement.

A link with those days and on the field to-day is wee Bobbie Beattie, with trainer Jim Milne also on the scene now and then. When the Hitler war put an abrupt stop to League football, Finney, Horton and Scott among others had just emerged from the chrysallis of the 1938 Club scheme of running four junior teams in a local junior league.

The post-war resumption brought Tom Finney into the glare of International and World Cup spotlight and, to date, 30 full caps for England and 20 goals. Relegation in 1949 was a tragedy of but one bad season after seven good campaigns in Division One.

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Club Records Broken

45 year old League feat equalled

Preston North End in 1950–51:

Set up a Club record of successive victories—fourteen. This equals the Football League record established by Bristol City in 1905–06.

Set up a Club record of successive away wins—nine (Cup and League); goals 29–7.

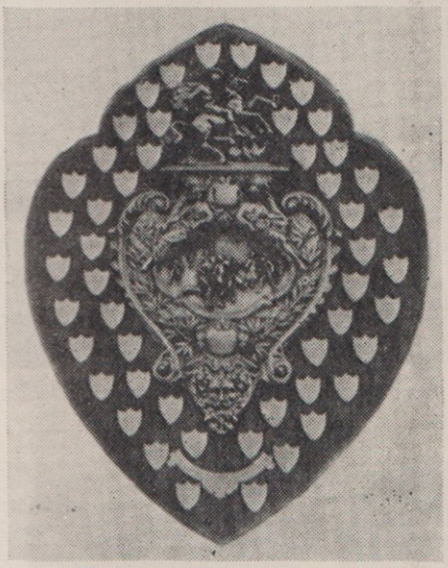
Played 20 successive League games without defeat, a record since 1888–89 when the "Old Invincibles" in winning the championship went 22 games unbeaten for a then completed season.

Established a record of 10 away League victories to date (one yet to play at Doncaster on April 26th.

Set up a Club record of 25 League wins in one season (with two games yet to play v. Hull City and Doncaster).

Scored 90 League goals—with two games remaining. This total has been bettered only once in North End's history with 100 in 1927–28.

Created a Club record of 55 points for any one season (with four more points still at stake).



Football League Division Two Championship Shield.

From November 25th, 1950, until the end of March played 20 League games, winning 17 and drawing the other 3; goals 74–15.

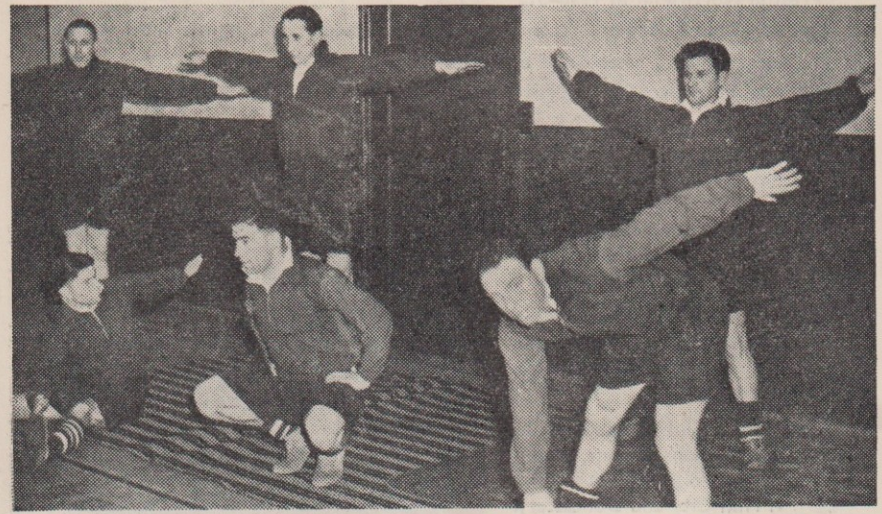
Went unbeaten in all matches away from home (Cup and League) from Dec. 2nd to April 14th inclusive, exactly 19 weeks.

The fourteen successive League victories—a record now shared by North End and Bristol City (1906)—were:—

HOME.		AWAY.	
Queen's Park Rangers	1–0	Queen's Park Rangers	4–1
Birmingham City	1–0	Cardiff City	2–0
Notts County	3–1	Grimsby Town	4–0
Luton Town	1–0	Brentford	4–2
Barnsley	7–0	Leeds United	3–0
Blackburn Rovers	3–0	Sheffield United	3–2
Leicester City	3–2	Leicester City	3–2

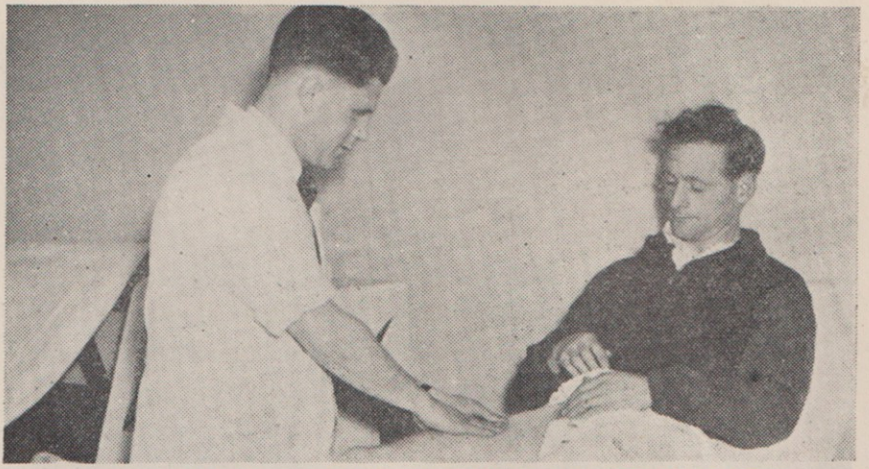
How North End Players Keep Fit

A peep behind the scenes at Deepdale

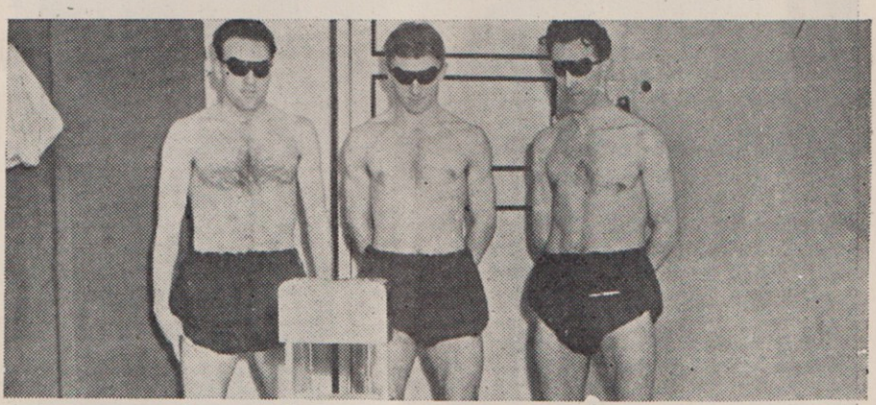


***Front** (left to right):* Scott, Cunningham, Horton. *Back:* Gooch, Morrison, Beattie.

Legs up.—Four North Enders get down to it.



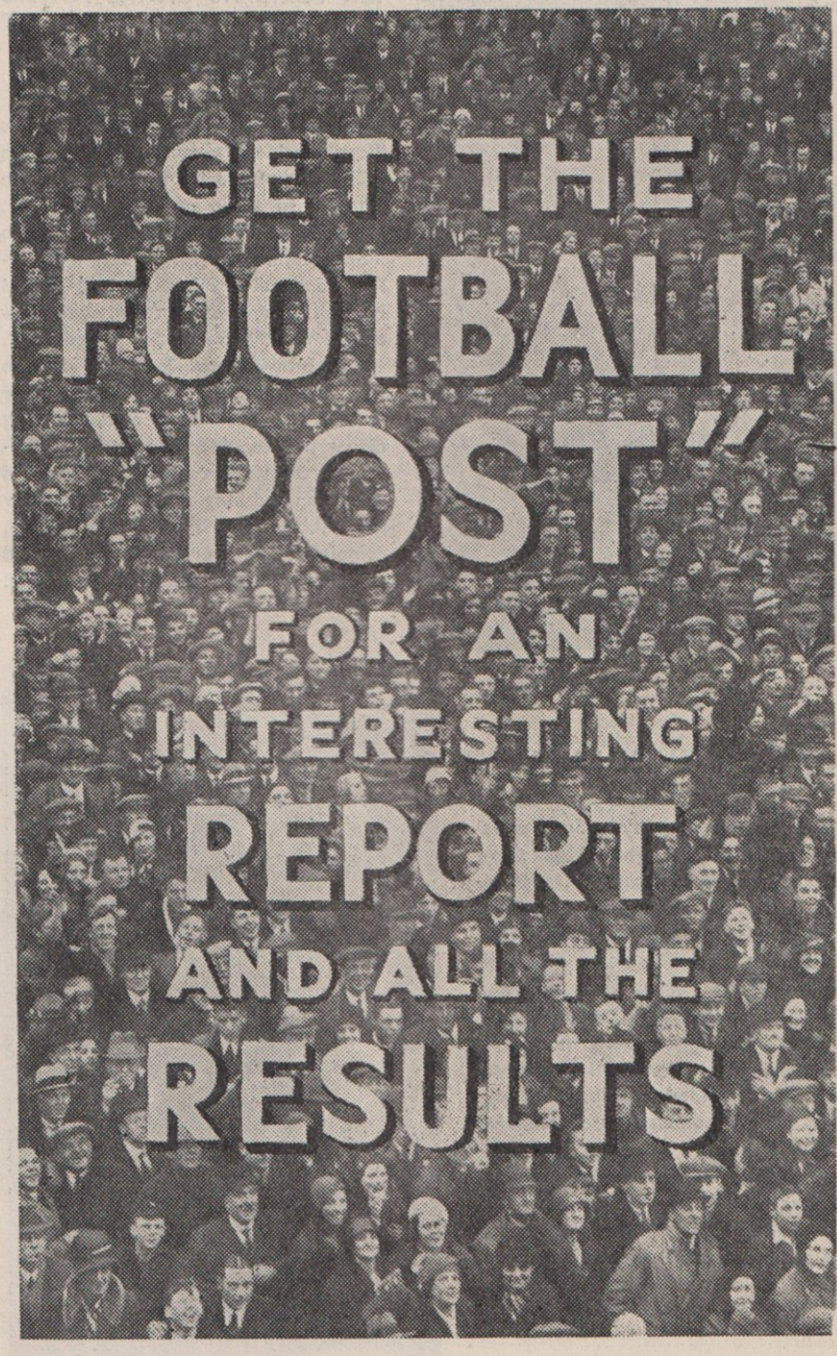
Finney receiving treatment from North End's physiotherapist, Mr. D. Coupe.



Horton (left), Docherty and Forbes getting "sun ray."

Dressing-room snap after training.

Front row (left to right): T. Finney, K. Horton, C. Wayman, R. Beattie, A. Morrison.
Back row: T. Docherty, W. Cunningham, J. Marston, J. Gooch, H. Mattinson, W. Forbes, W. Scott.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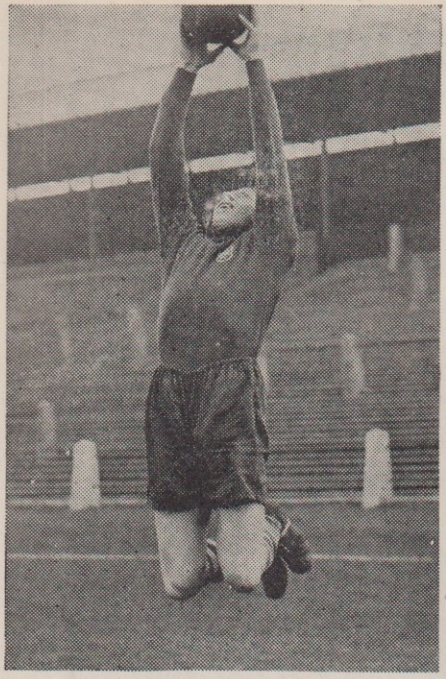


PEN PORTRAITS OF THE PLAYERS

JIMMY GOOCH

Our agile, competent goalkeeper was Ilford's pride pre-war with Becontree F.C. First played for North End as an amateur in a 4–4 draw at Newcastle, March 20th, 1942. Signed as pro. two months later (May 16th). Serving overseas, kept goal for Fifth Army and Central Mediterranean Forces team, which included Tom Finney. Demobilised Sept., 1946, returning to Deepdale. League debut v. Wolves at home, November 23rd, 1947. When set for an outstanding career had shoulder damaged at Deepdale in the Rovers match, but after an operation and long absence from senior football, this contributing to relegation, completely recovered his form and confidence. Unsurpassed for his daring.

WILLIE CUNNINGHAM

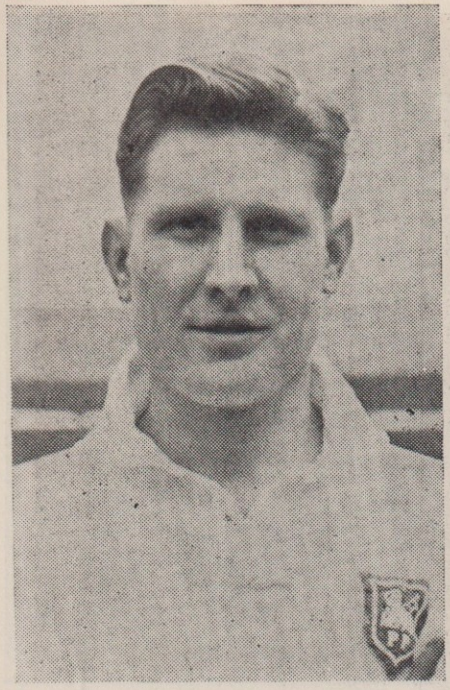
As dour and doughty a Scot as is suggested by his forthright full back play. Accepted chance to come to Deepdale in late June, 1949, after three years with Airdrieonians and 18 months with Dunfermline, where he was a wing half and had Willie Forbes as team-mate. A Fifeshire laddie as hard as the "black diamonds" he digged in the pits, was born at picturesque sounding Hill o' Beath. Played in local schoolboy football, gained county honours, three schools' caps and figured in a Fife Juvenile Cup Final. Then for ten years mixed mining and football. First League game for North End at home v. Grimsby, August, 1949, and has steadily improved. Married a Fifeshire girl.

WILLIE SCOTT

One of three local products in first team. On staff since 1938 and has exceeded 100 League appearances at left back since the war. Was ever-present 1946–47 in Division One. When North End junior scheme was launched, 1937, was one of many former local schoolboys given a trial. Came to Ashton Park one August evening that year, an ex-St. Joseph's boy, and showed marked promise at left back, his only position in junior, amateur and senior football. In 1938 worked on ground staff and helped to win Mid-week League title and knock-out Cup. Signed as pro. May 9th, 1939. Played in War Cup Final at Wembley, 1941. Had Central League experience when conscripted for R.A.F. in 1939.

TOMMY DOCHERTY

Born at Glasgow 23 years ago. Played for St. Mark's R.C. school team at wing half and centre half. During trade apprenticeship had three years' football with St. Paul's Boys' Guild. Made progress with famous Scottish nursery team Shettleston. Conscripted for Army service, 1946, served two years in Palestine with Highland Light Infantry (1st Batt.). Snapped by Glasgow Celtic when demobilised, July, 1948. Signed by North End from that club, November 4th, 1949. League debut at Leeds on Christmas Eve that year as emergency outside left. Not until Hull match at Deepdale, March, 1950, did he appear in his best role at right half. Has well earned description of Shankly type of half-back.



HARRY MATTINSON

Born in Cumberland village of Ireby 25 years ago, but left with family for South Shields when a babe in arms. Appeared in South Shields school representative games at outside right.

Graduated to the local Parkside F.C. at 17 and soon afterwards (1943) signed amateur forms for Sunderland, as centre forward. In May, 1945, signed for Middlesbrough part-time, being then a marine fitter at the Tyne Dock. Joined North End on March 15th, 1949. First senior appearance was in First Division game at Villa Park three weeks later. Married a South Shields' girl. Preston table tennis followers have high regard for his skill in inter-town competitions. Broke leg in Cup-tie this season.

JOE MARSTON

Born Sydney, Australia, January 7th, 1926. First played for Leichhardt Annandal. At 18 appeared for Sydney in Inter-City game. Starting 1947, played eleven Internationals for Australia, five v. South Africa, four v. New Zealand, two v. Yugoslavia. Came to England to join North End in February, 1950. Before then had made acquaintance of ardent young supporter of Leichhardt Annandal. Married her and brought her to Preston. When 19 qualified as a surf life-saver and won bronze medal. Asked how many lives he had saved, replied "Twelve or thirteen!" Too young to serve in Australian armed forces, but, in any event, had reserved occupation.

WILLIE FORBES

One of the most versatile of footballers, our ever-present left half has occupied nearly every position on the field in his time, including goal. North End signed him from Wolves in Dec., 1949, in face of keen competition. Debut was delayed for four games until the Southampton match at Deepdale on December 31st owing to tonsillitis. Born Glasgow nearly 28 years ago. Played right back for Greenfield School and goalkeeper for Govan Secondary School. The well-known Ashfield F.C. helped to shape his future for several months. Joined Dunfermline as centre half, staying four years, and signed for Wolves, 1946-47. Played for the Midlands club in numerous positions.

TOM FINNEY

The most accomplished and versatile forward in football in that he can occupy any of the five positions with distinction, dribble, swerve, finesse, raid, score and produce a startling burst of speed in full control as he showed in scoring for England at Wembley last Saturday when in the emergency role of inside right. Only the eleventh North Ender capped by England, has played 16 times at outside right, 14 times at outside left in 4½ years, and scored 19 goals, (not 20 as erroneously stated on page 11). Product of North End junior scheme, 1947. Shared in Wartime (1941) Cup and League double. Caused stir playing for Eighth Army in Italy. Signed as pro., January 25th, 1940. First cap, September, 1946.

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KEN HORTON

This enthusiastic Preston-born player has made well over 100 League appearances. Joined staff as amateur on leaving St. Mark's School at 14. Was in one of four young teams run by North End in Preston League, 1937–38, but was year younger than other junior "stars" of that time, among them Preston-born Tom Finney. First senior game, 1941–42, as deputy at left half for Billy Shankly v. Halifax at Deepdale. Became pro. January 13th, 1942. While serving with Royal Navy captained Malta Naval Garrison side that won Inter-Forces Cup. In 1947–48 missed only one League game, playing mostly at left half. This season has enjoyed striking success as a thrustful scoring inside right, whose ambition is 25 goals.

CHARLIE WAYMAN

Undoubtedly one of North End's most profitable post-war captures. His sunny way on and off the field has made him popular with spectators and colleagues alike. A clever footballer with an aptitude for using the open spaces, he has proved his value as both a link and a leader in becoming North End's leading scorer since Willie McIntosh. His goal at Swansea was his 132nd in post-war League football (180 games). This is the best return by any scorer in the four Divisions of the Football League since the war.

Wayman was not less a popular figure with his previous club, Southampton; on North End's recent visit, when promotion was made secure, Wayman was made captain for the day, an honour greatly appreciated by his thousands of Southampton admirers. Hails from Bishop Auckland, stands only 5 ft. 5¾ in. and weighs 10 st. 12 lb.

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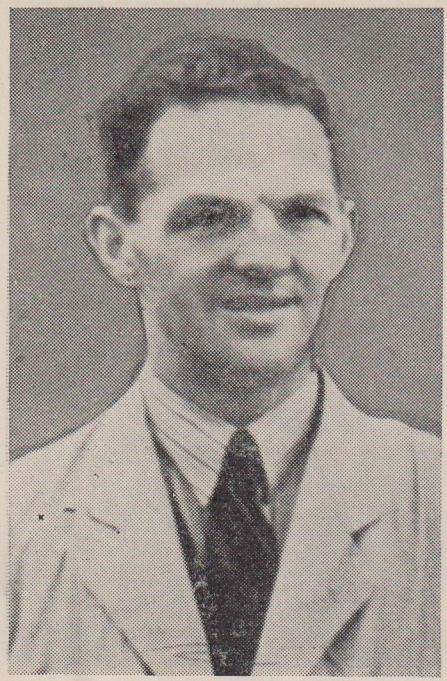
BOBBIE BEATTIE

Has made a great come-back after being discarded owing to loss of form. Not the least or the last of a long line of artistic craftsmen to wear the white shirt. His side-flicks are a joy to watch. Long esteemed as a subtle, scheming inside left or right. Born Stevenston, Scotland, was discovered by Kilmarnock when with Kilwinning Rangers, a juvenile side, 1932. Signed by North End, October 2nd, 1937, three days after acquisition of Mutch. Debut October 9th at Deepdale against Stoke City. A star when North End won the Cup and finished third in the League, 1937–8. Played in every Cup round. Capped by Scotland against Wales. Was in War Cup winning side, scoring both goals that beat Arsenal in replay.

ANGUS MORRISON

Unlike most Scottish professional footballers, this genial native of Dingwall, Inverness, had no experience of the junior soccer grade. Discovered during his 1942–46 R.A.F. service. Derby County signed him, October, 1944, on a strong recommendation. Playing at centre forward between Doherty and Carter he scored 19 goals in one season. Injury cost him 1946 Cup medal after playing in all rounds up to semi-final. Played in semi-final following year. In memorable 4–7 game for Derby at Deepdale in December, 1947, scored impressive hat-trick. Signed for North End November 22nd, 1948; League debut a week later v. Wolves. Converted this season into an ever-present outside left.



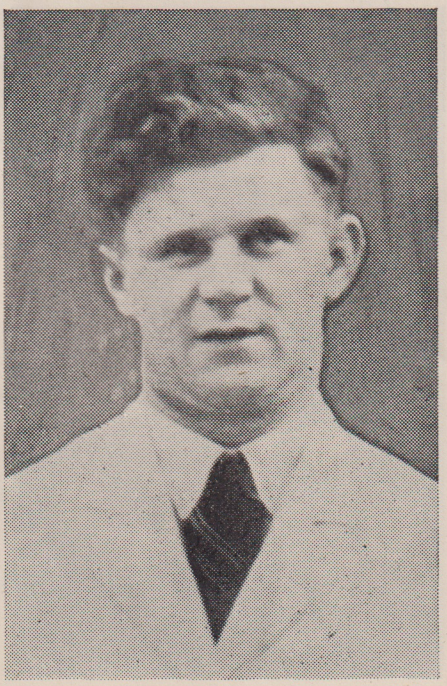
Trainer JIMMY MILNE

Former North End wing half who had prominent share in winning promotion with 38 League appearances, 1933–34. Played in every Cup round in 1937 when Sunderland beat North End in the Final, and again in every round the next season until he broke a collar bone in vital League game with Arsenal (the eventual champions) at Deepdale. Thus he missed the coveted Cup winners' medal through injury one week before the Final. Born Newtyle, Angus, played with Dundee minor clubs before joining Dundee United. Signed as right half by North End on October 5th, 1932, but made his mark on the other flank by consistently loyal service in a defence whose selection in those days was automatic. Gained training experience at Doncaster.

Mr. DESMOND COUPE

Has achieved "my major ambition" in becoming a permanent member of North End's staff as a fully qualified physio-therapist. Was blinded in action in the Adriatic Sea in December, 1943, when serving in the Mediterranean light coastal forces. Shared in all invasions in that theatre.

Attributes his success largely to his wife, whose encouragement was, and still is, unfailing. The fact that he is totally blind cannot be noticed by the many people with whom he comes in contact. Is 27, was educated at Kirkham Grammar School, played Rugby for the school team and won every possible honour in the school athletics. Volunteered for the Royal Navy in January, 1942. His magic hands and cheerful temperament have contributed much to North End's promotion triumph.



"HATS OFF TO ALL!" by Furnival

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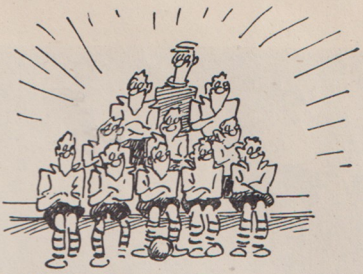
EACH AND EVERY ONE OF THE



NORTH END PLAYERS FOR A MAGNIFICENT "COME BACK"

AND ANOTHER RAISE OF THE HAT TO ALL THE "BACK-ROOM" BOYS WHO KEPT THEM HALE AND HEARTY IN SPITE OF

MUD

SNOW

FLOODS

AND EVERYTHING ELSE THE CLERK OF THE BAD WEATHER COULD THINK OF.

ALSO A FURTHER UPLIFT OF THE TOPPER TO ALL THE DIRECTORS WHO SPENT

MANY SLEEPLESS NIGHTS IN THEIR LITTLE COTS WONDERING WHAT TO DO FOR THE BEST

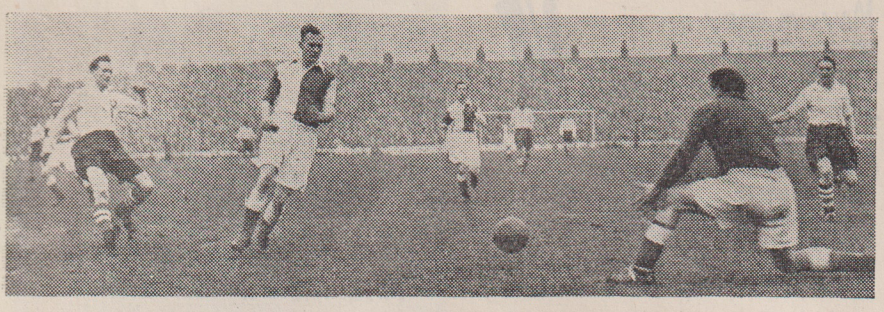
AND WHAT'S MORE FINDING THE RIGHT ANSWER!

AND WE'D LIKE TO TAKE THAT DIRECTOR'S HAT OFF AGAIN TO THE NORTH END FANS FOR THEIR LOYAL SUPPORT — AND TO PROPOSE A HEARTY VOTE OF THANKS TO

EVERYBODY CONNECTED WITH THE CLUB.

ALL THOSE IN FAVOUR SAY "AYE" (CARRIED UNANIMOUSLY!)

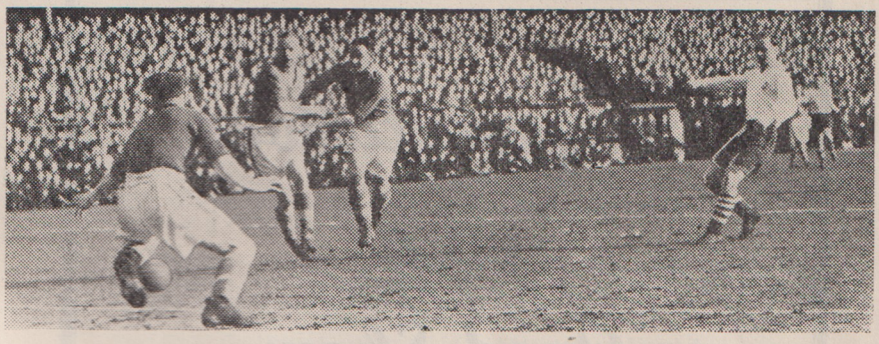
FURNIVAL



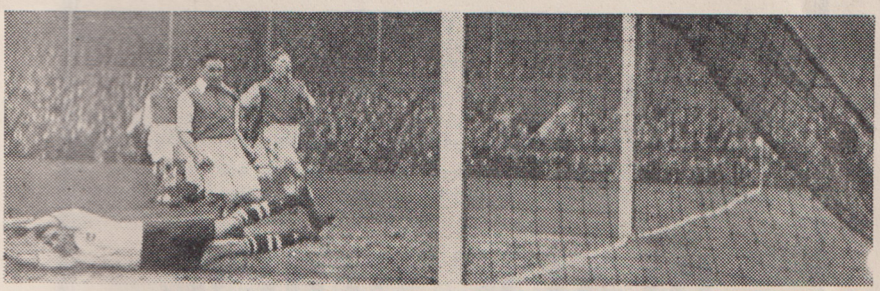
Blackburn Rovers' goalkeeper was in a position to save this shot from Finney.

A shot from Wayman hurtles outside a goalpost as Birmingham's goalkeeper Merrick moves rapidly across its flight.

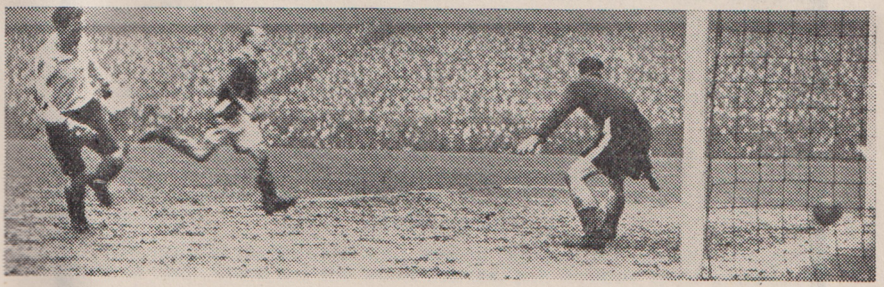
North End's first goal against Leicester City by Wayman, March 26th, 1951.



Finney scoring North End's first goal when North End piled up seven against Barnsley.



Horton falls after shooting, but has the satisfaction of scoring from Wayman's pass against Luton.



Finney shooting North End's third goal against Leicester City at Deepdale.

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Highlights of a Memorable Season

WHEN North End won promotion last time in 1933–34, it was a case of getting their nose in front right on the post. The jubilation was sudden and unexpected, all of it being contained in the last week-end of the season.

Not so in this memorable year, for promotion has been assured for some time past, and the Second Division Championship Shield is as good as in the Deepdale Boardroom for the first time since 1913. We have been undisputed clear leaders of Division Two for three whole months, in which time most of the Deepdale records have been shattered and a 45-year-old Football League record of 14 successive victories has been equalled.

There was no suggestion at the outset that this was to be North End's year. Indeed, in early September when the opening rush of fixtures had decided, our position was worse than it had been for 20 years.

Even up to the time of the revival in mid-November, North End were only halfway in the table, but from November 25th the Club rocketed to the head of affairs. They strengthened a grip on the leadership with as consistent a run of success as any enjoyed by a North End side since the legendary "Old Invincibles" won the championship three times and thrice finished runners up in the first five seasons of League football.

The team have had but two changes in personnel in the last 4½ months—in itself a remarkable fact—with full points and same side turn out for both the heavy Christmas and Easter programmes.

North End's future next season may be said to have become assured when, at Maine Road in mid-December, the team played dazzling football on a snow-covered surface that called for skis rather than studs, to win by 3–0.

This handsome victory over the then League leaders convinced the players that they could beat all-comers, which conviction was ably borne out by subsequent performances.

FEATS AWAY FROM HOME

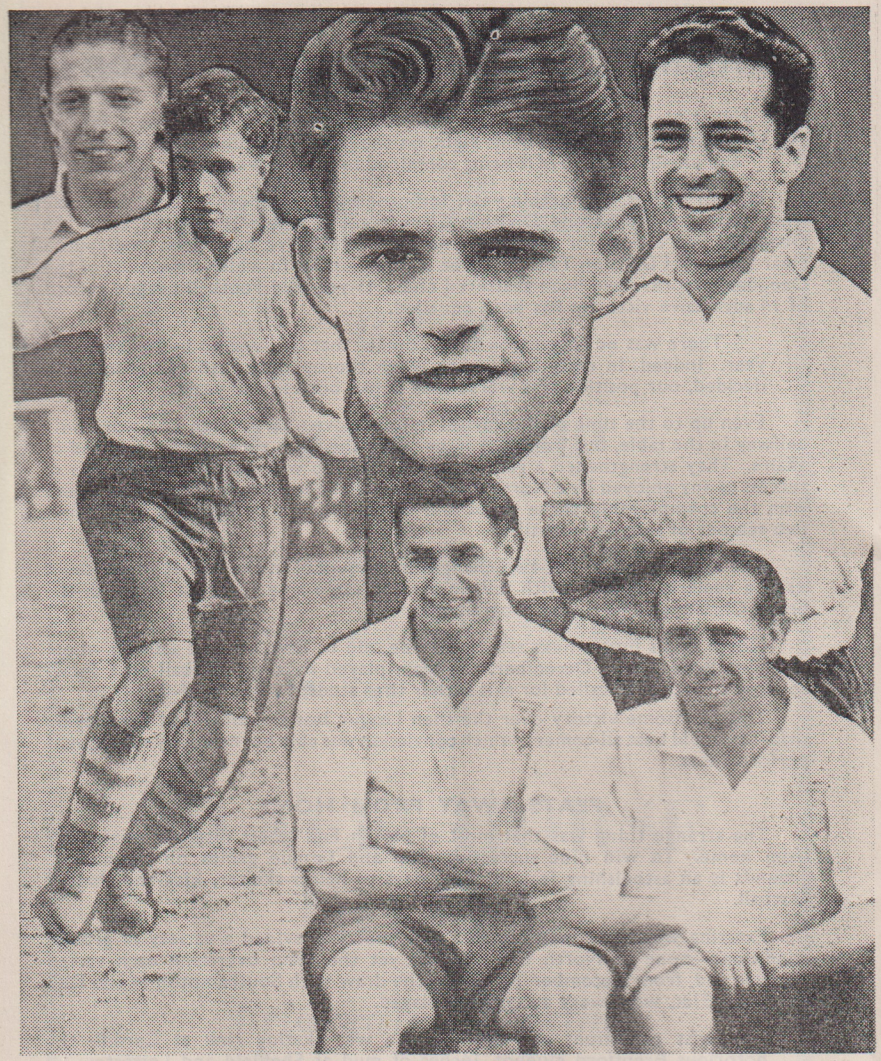
The strange thing was that most of North End's best displays were away from home. To win nine successive Cup and League games on opponents' grounds is an astonishing feat in these days of helter-skelter, kick-and-chase-it football.

Exacting weather conditions in a vile winter provided a variety of ground conditions—none to North End's liking, yet the team overcame each varied obstacle and, from December 16th until the draw with Southampton at the Dell on March 31st, won every away game played.

Swiss conditions at Manchester, a wet skating rink at Cardiff, the notorious Brentford gluepot, inches of mud at Sheffield and Leicester: all these conditions were tackled and mastered as was the opposition in every instance.

To date only eighteen players have been called upon for duty in this promotion year, itself a tribute to the fitness of the players in a gruelling season when to be top of a division is to be a kind of "Aunt Sally," inviting all and sundry to have a go.

The qualities that put this Club back in Division One cannot be bought in terms of cash. Blend and the whole-hearted, pull-together spirit prevalent at Deepdale combined to provide a season of glorious entertainment—a season that has given North Enders everything from cloud to sunshine.



THESE ALSO SERVED . . .

J. Walton (top left), M. Newlands, E. Quigley (right), E. Brown (action study), H. Anders, and F. Ramscar (bottom right).

ACKNOWLEDGMENTS

The players are appreciative of assistance received in producing this souvenir, and express their sincere thanks to:—

The "Lancashire Evening Post" for all photographs and blocks.
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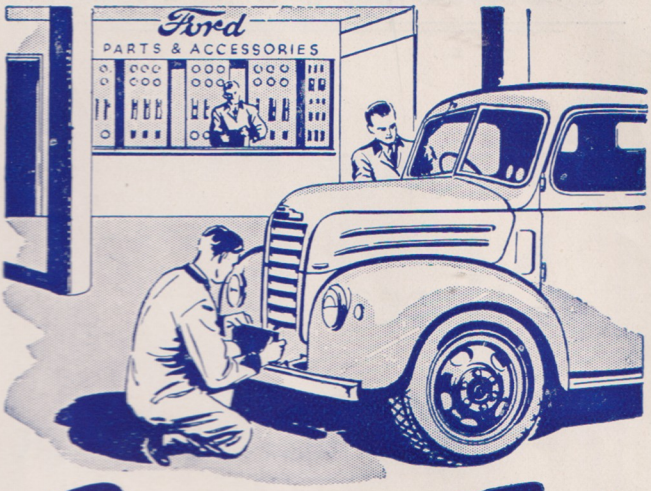
"Post" photographers.
Walter Pilkington, who designed and edited this brochure.



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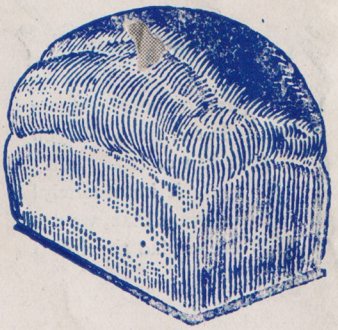

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